



“It's rare, but sometimes brand as curator actually works. Such is the case with Lexus' first Hybrid Living Suite (part of their larger Hybrid Living initiative) at the Fairmont San Francisco. Their lifestyle marketing efforts succeed where others don't by leading the way in the burgeoning field of eco-luxury with style and attention to detail. In a word, it's good.” -Ami Kealoha, Cool Hunting



“Last night’s fundraiser for the Waterkeeper Alliance was a complete success...many guests at the Lexus’ Eco Salon benefit for Waterkeeper Alliance drove up to the Chappaqua home of William Watchtel and Annie Zabar in their hybrid cars.” -Melissa Rosenberg, Ecorazzi



“[At Sundance] here were the Lexus Hybrid Living folks, who clearly know their audience, creating a smart venue for luminaries to get to know eco-stylish businesses, as well as Former Director of the United Nations’ Environment Program Dr. Noel Brown, while allowing the likes of me to ‘cross-pollinate’.” -Kyeanne Sayer, Treehugger.com



“I want to believe that we can create an ecologically sustainable and socio-economically just future...Lexus wants us to believe it, too...So the company hosted an ‘eco-showroom’ in New York City featuring five high-end green-design entrepreneurs to underscore the idea that being green doesn't mean giving up the good life.”-Emily Gertz, Grist.org



“...we can finally see companies like Lexus taking charge. Their new website Lexus Hybrid Living shows great examples of what sustainability is now about, examples of Platinum certified LEED homes, as well as companies and designers that are making sustainability a major concern in the design world. I highly recommend taking a look at this website and watching the videos that they have, especially if you are just getting into this issue.”-Jonathan, Slavin’ Maven